

## CalPERS Educational Forum

Date: October 2006  
Segment: Spotlight on Excellence Awards – CalPERS Health Benefits Vanguard  
Guests: Cal Poly Associated Students, Inc., Del Paso Manor Water District, and the Town of Corte Madera

### Video Transcript

Debra Sedwick:

Del Paso Manor Water District was established in 1956 to serve water to the residents of the Del Paso Manor area which is in the community of Arden Arcade in Sacramento County. Our mission statement is to provide the highest quality of water for the least amount of cost.

Rich Allen:

What's special about this district is that it's small and it services the people. In our district, you can call our office with a water problem and our people will be out there within the hour.

We have a better response time than the fire department in some cases. You don't just find customer service like this existing in big cities anymore.

Roger Thomas:

We are really close with our customers. I mean, I can come back after I finish a job and two weeks later they send me a box of candy and See's Candy that is too.

Debra Sedwick:

We belong to an organization called the California Real Water Association and they do a best tasting water award every year. So in 2005, we submitted our water to this taste test and we won.

Here we are a small little district and we got the best tasting water in California.

Rich Bolton:

I like to think that my board, the Del Paso Manor Water District Board, had the good knowledge, the foresight, to sign up with CalPERS for the benefit of their employees. Once again, it's an invaluable benefit. How do you put a price tag on that?

My daughter had some medical issues last year and because CalPERS is who they are and do what they do we had the latitude to take care of all those problems and it was nothing, it was a formality. It's almost like the water, you know, if you don't have to think about it, then everything's going right.

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Debra Sedwick:

We've been around 50 years and I see us going into the next 50 years and providing something that everybody needs. Everybody needs water to live.

I think CalPERS is trying to create a product that is a lasting value to its customers. Retirement, health, long-term care, deferred compensation, all those things. Just like Del Paso is trying to provide a lasting product to its customers.

Roger Nelson:

A good example [is] myself. 32 years and counting. And one of the things that keeps me here is the fact that I know I have been well taken care of over the past three decades and I know that hopefully the next three decades my wife and I will be equally well taken care of. It's a value that's like a cornerstone of my personal life. And that applies to employees and it keeps them here so they can provide that same high level of service to our customers.

Robert Pendoley:

Corte Madera has goals. We want to preserve the small town quality of life that has a lot to do with preserving the aesthetics of Corte Madera. It's about leafy hillsides; it's about views of the bay, things like that.

The interesting thing is people really want it to last. Corte Madera folks, see a lot of value in what we have....

They like our older neighborhoods that have, you know, interesting architecture. They want to see that last and preserved.

David Bracken:

Corte Madera lies between Mt. Tamalpais over here and the shore of San Francisco Bay.

The weather is tremendous, you've got the sunshine, the blue sky, green hills, and we all love it for that. And I have to say most people who come here and move here tend to stay here because of all that beauty.

Robert Pendoley:

I think the legacy of the town of Corte Madera is about accessible government. I think this is a government where you can walk in and you talk to somebody who is a regulator, somebody who manages the budget for the town, somebody who provides some kind of a public safety function and you get a response from him or her right there. And that's pretty remarkable. This little democracy really works.

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Phil Green:

As a Twin Cities police authority serving two separate communities of Corte Madera and Larkspur, we're able to have a very quick response to emergencies within less than three minutes. We're able to provide customer satisfaction no matter how minor the request might be.

Robert Pendoley:

The fact that we we're in the first group of what has become, proven to be an extremely successful program really shows that we had foresight.

How did this happen that this little community reached out like that to take care of itself? And it dawned on me, it's just a real tradition of stewardship here, of taking care of the community, taking care of the service, trying to enhance the way we deliver things and that's the way they were thinking back then.

George Warman:

At that time, health care was not universally available among local government agencies. And their decision to join the PERS health care system was very wise and prudent. Particularly looking back on it at this point, because it not only provides for the active employees, but it also provides for the retired employees as well.

Jonna Intoschi:

The CalPERS Health Benefit Program adds a great deal of value to my life. I wake up in the morning going I am secure, I am taken care of. My daughter's taken care of; my family's taken care of. It's a huge, huge part of my life. It makes my life full.

Carla Condon:

What's memorable to me about living in the town of Corte Madera are the primary goals that the residents share. And that is maintaining the small town character...maintaining the natural resources and helping to promote a strong business community.

Jonna Intoschi:

I think the lasting value of Corte Madera is the people. There's generations and generations that have been born and raised in Corte Madera who are still here raising their children. And I think the sense of community brought on from generation to generation has made it just such a beautiful place. And I think that's going to last for a very long time.

Rick Johnson:

We see what we do as in some places it's recreation. In some places it's child care. In some place it might be an adventure program. But basically, what we're doing is we're helping the next generation prepare to go out there and be good citizens and be good parents.

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I'm the executive director of the Associated Students, Inc and we refer to it as ASI. We have about 55 or 60 full time staff and we serve a campus population of about 18,500 students.

Carol Brizendine:

I think that the thing that stands out about ASI here at Cal Poly is that we really provide opportunities for students to learn things outside of the classroom. The things at the University that are really going to mold them as citizens, they're going to learn outside of the classroom and those are the things that ASI does the best.

Hoss Sedghi:

ASI is so unique in itself it's operated and run by the students. I work for the students.

It's so unique having students as my boss. It's like an honor. To see the future leaders grow up and to get their education. These are friends. These are mentors and someone to look up at.

Steven Garcia:

ASI's Mission is to be ...every student's connection to the ultimate college experience. Basically, my job is to make sure that every student that comes to Cal Poly, we enhance their experience here.

Some of the students that do come to Cal Poly that have never worked before, and so I like to teach, and to make them understand the responsibility and to make them understand that their actions are their actions and they need to be held accountable for them.

Carol Brizendine:

I think it's very important to have benefits for our employees here at ASI. For one, it helps with recruiting. I don't know if I could recruit the quality staff that I have without having a great benefits package but it also helps with retention with our employees. They want to stay where they are taken care of.

Hoss Sedghi:

Everybody needs their insurance to sleep right at night. Because we don't know what tomorrow holds. Especially in my situation with family and the kids... I had a, experienced an emergency with one of my kids a few years back and if it was [up] to me, I couldn't pay all the bills.

Rick Johnson:

It is consistent with our philosophy that the most important thing to us is our staff. I mean, clearly we're here to serve students but you can't serve the students unless you have a real high quality staff.

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Christina Warren:

We have some student staff this quarter that have come to work for us that were students at the center as their parents were going through college.

So it is absolutely amazing to get to see the impact that you make on others. We have students that have gone on to have families come back to say, "My family is different because of the experience that I had when I'm at the center."